

# CalFresh E&T Annual All County Training

*Thursday, November 8<sup>th</sup>, 2018 | 9:00am to 4:00pm*

Elihu M. Harris State Building  
1515 Clay Street, Oakland, CA 94612



# CalFresh E&T Framework

## Vision

Increase the employment and earning capacity of CalFresh recipients

## Mission

Provide more CalFresh recipients with access to CalFresh E&T, supportive services and skills and credentialing

## Strategic Goals

1. Increase job placement, retention, and wages
2. Increase CalFresh E&T participation across a dynamic mix of people, communities and cultures
3. Increase employability by removing barriers to employment
4. Increase skills attainment and credentialing
5. Lean an efficient and effective customer focused E&T program



# Look Back, Look Ahead

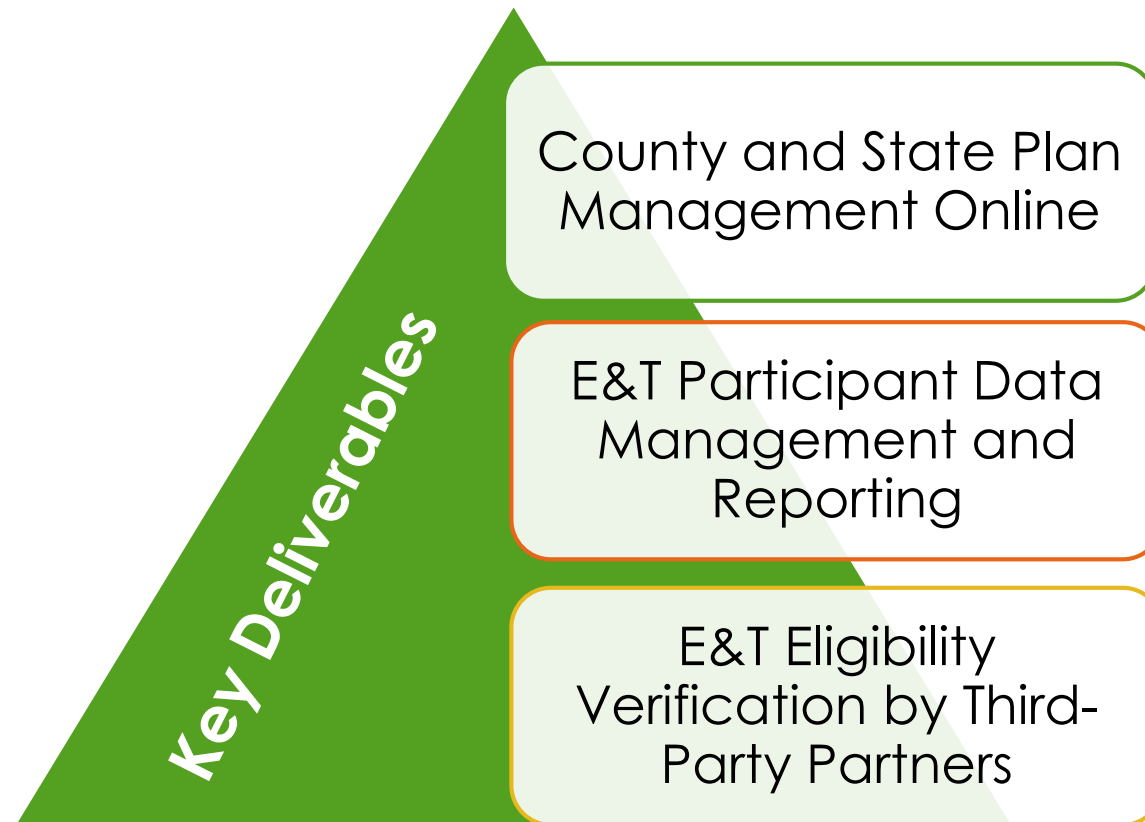
2018

- Continued Program Growth
- E&T Expansion Bonus Funds Awarded
- CalFresh E&T Data Quality Improvements
- E&T Online Resource Center Project Launched
- First State E&T ME Complete

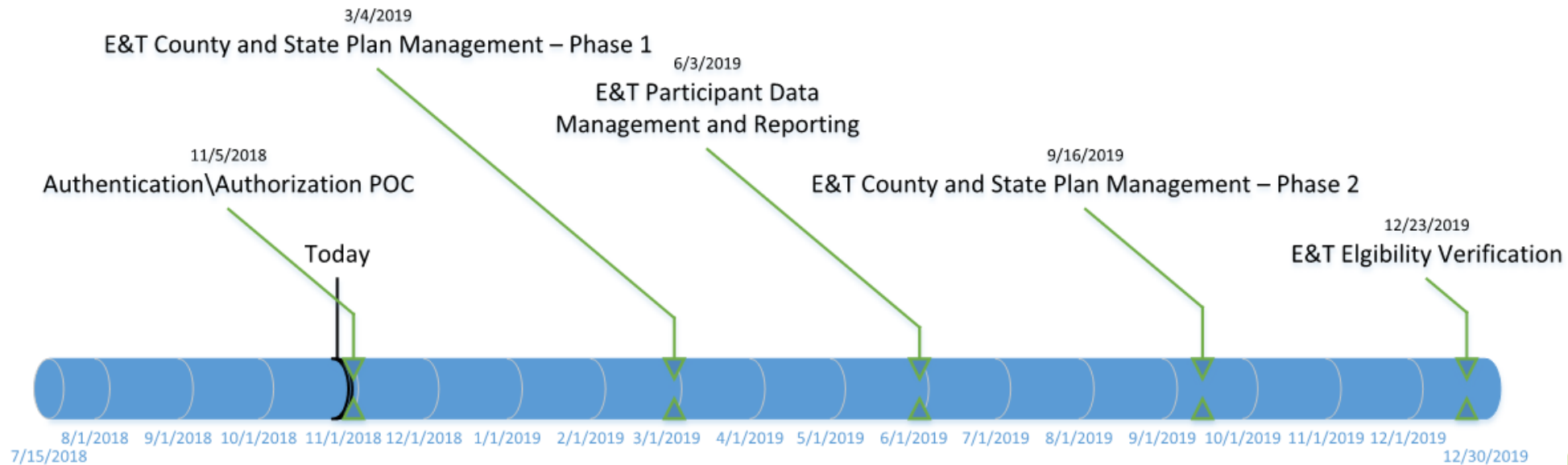
- Workforce Integration
- State E&T ME Calendar Released
- E&T Online Resource Center Go Live!
- CalFresh Brand Refresh
- CDSS E&T Staff Expansion

2019

# Online Resource Center: Deliverables



# Online Resource Center: Timeline



# CalFresh - Brand Refresh



CDSS is working with three “pilot” counties (Alameda, Orange, and Shasta) to test the roll out of the new brands and logos in the Spring of 2019

# Rollout Approach

## What We Are Testing

- Training and communication for county workers to use the new brands
- Marketing materials and document templates with the new branding name and logo
- How to update / sunset materials currently in use and replace with newly banded materials
- Requirements of on-going support to roll out the new brand

## What We Need From You

- Time (you and your staff) to participate in training on new guidelines and materials
- Open mind and honest feedback on the process and how we can support you
- Your help identifying and prioritizing materials that will need to be updated and/or created

